

Message Text

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ORIGIN COME-00

INFO OCT-01 ARA-06 NEA-10 ISO-00 EB-07 OES-06 AGR-05 /035 R

DRAFTED BY COMM/NOAA/NMFS:DWEIDNER

APPROVED BY OES/OFA/FA:LMNAKATSU

COMM/NOAA/NMFS:MKRAVANJA

COMM/NOAA/NMFS:HBEASLEY

STATE/NEA/AFN 632-0840:WWEISLOGEL

STATE/OES/OFA

EB/OCA/CM/LKLIEFORTH

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R 290221Z JUL 76

FM SECSTATE WASHDC

TO AMCONSUL CASABLANCA

INFO AMCONSUL RIO DE JANEIRO

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E.O. 11652: N/A

TAGS: EFIS, EINV, MO, BR

SUBJECT: QUAKER OATS INTEREST IN MOROCCAN SARDINES

REF: CASABLANCA 805

1. THE NATIONAL MARINE FISHERIES SERVICE (NMFS), NOAA, COMMERCE APPRECIATES REGIONAL FISHERIES ATTACHE'S (RFA) ATTENTION TO INVESTMENT OPPORTUNITIES FOR U.S. COMPANIES IN MOROCCO.

2. AS REQUESTED IN REFTTEL, NMFS MADE THE FOLLOWING CONTACTS:

A) JOHN B. HARRIS OF NEFCO WAS INFORMED OF THE SITUATION AND RFA'S ENJOINER CONCERNING THE TARDINESS OF NEFCO'S RESPONSE. NMFS ALSO SUGGESTED DIRECT COMMUNICATION WITH MOROCCAN CANNER BENJELLOUN. HARRIS ACKNOWLEDGED RFA'S
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CRITICISM, BUT STATES THAT HE IS DOING HIS BEST TO GET A

DECISION FROM NEFCO'S DIRECTORS.

NEFCO HAS RECEIVED BENJELLOUN'S SAMPLES AND CURRENTLY EVALUATING THEM. THE BASIC CURRENT PROBLEM APPEARS TO BE THE U.S. MARKET PREFERENCE FOR SMALL HERRING. THE MOROCCAN

PRODUCT IS A PILCHARD WHICH IS SOMEWHAT LARGER THAN VARIOUS HERRING SPECIES MARKETING IN THE U.S. NEFCO IS NOT QUITE SURE THAT IT CAN INTRODUCE THE MOROCCAN PRODUCT INTO THE U.S. MARKET BECAUSE OF THE LARGE INITIAL PROMOTIONAL COSTS WHICH WOULD BE REQUIRED.

B) W. D. SOUTER OF LIVING MARINE RESOURCES HAS INFORMATION REPORTED IN REFTEL.

C) WILLIAM JORGENSEN OF QUAKER OATS WAS IN BRAZIL, BUT THE MESSAGE IN PARAGRAPH 10 OF REFTEL WAS LEFT WITH HIS ASSISTANT-TOM O'DOWD.

3. FOR RIO DE JANEIRO ONLY - NMFS APPRECIATES THE COOPERATION OF THE CONSULATE GENERAL IN SECURING INFORMATION ON BRAZILIAN SARDINES AND FEELS THAT THE CONSULATE MAY WANT TO BE AWARE OF THE POSSIBLE INVOLVEMENT OF QUAKER OATS AND ITS BRAZILIAN AFFILIATES IN THE MOROCCAN SARDINE INDUSTRY. NMFS WILL REPEAT REFTEL TO THE POST. IN ADDITION, THE FOLLOWING OFFICIALS OF QUAKER'S BRAZILIAN OPERATIONS REPRESENT POTENTIAL CONTACTS FOR THE CONSULATE'S REPORT ON BRAZILIAN SARDINES:

A) JOSE ANTONIO DOS REIS RAMOS, INDUSTRIAL DIRECTOR, CONSERVAS COQUEIRO, S.A. RUA SAO JORGE, 95/195 SAO GONCALO, RIO DE JANEIRO,

B) FRANZ BUSE, PRODUCTOS ALIMANTICOS, QUAKER, S.A., CAIXA POSTAL 30-052, SAO PAULO. KISSINGER

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